

**Contacts:**

John McCook  
Rubenstein Public Relations  
(212) 843-8365  
[jmccook@rubensteinpr.com](mailto:jmccook@rubensteinpr.com)

---

**Immediate Release**

## **FreshDirect Donates More than 70,000 Pounds of Food to City Harvest Following Massive Snowstorm**

**December 29, 2010, New York, NY** – The snowstorm that halted business on much of the east coast on Monday has resulted in an unexpected bounty of food for hungry New Yorkers. FreshDirect donated food that they expected to deliver to customers this week to City Harvest. City Harvest rescued an estimated 72,000 pounds of food from FreshDirect's Queens warehouse, delivering these highly perishable donations of produce, meat, and dairy to community food programs throughout the five boroughs so that they could feed hungry New Yorkers immediately.

FreshDirect's "blizzageddon" donation was enough to fill four City Harvest trucks and two tractor trailers, helping to stock shelves and fill refrigerators at community food programs throughout the city that serve some of the neediest New Yorkers. FreshDirect has provided more than six million pounds of the highest quality food donations to City Harvest over the last decade and the company is now in the last week of its holiday campaign to raise funds for City Harvest. Through November and December, FreshDirect customers have been encouraged to add a financial contribution for City Harvest when checking out at FreshDirect.com.

The need for emergency food remains high following a spike in demand last year, when agencies served by City Harvest reported an average increase of 15% . City Harvest expects to rescue 8.5 million pounds of food during their Harvest Season (October 15<sup>th</sup>-January 31<sup>st</sup>), nearly half a million pounds more than last year. Each week, more than 300,000 hungry New Yorkers rely on a soup kitchen or food pantry in City Harvest's network.

"Our collaboration with City Harvest will ensure that our high quality, fresh food will not go to waste. We are committed to supporting members of our community who are in need and we are honored to be able to partner with City Harvest in these efforts," said Monica Woo, Chief Marketing and Strategy Officer, FreshDirect.

"FreshDirect is dedicated to feeding hungry New Yorkers at every opportunity," said Jilly Stephens, executive director of City Harvest. "City Harvest is grateful to be able to respond to their call. This kind of donation is exactly the type of food community programs need most."

"We feed about 1,250 people per day at Holy Apostles Soup Kitchen," said Michael Ottley, director of operations. "Demand at our program has gone up 8% since this summer. This delivery provides more than enough food for a day's worth of meal services." Holy Apostles received approximately 1,000 pounds of food from FreshDirect and City Harvest on Wednesday afternoon.

### **About City Harvest**

Now serving New York City for more than 25 years, City Harvest ([cityharvest.org](http://cityharvest.org)) is the world's first food rescue organization, dedicated to feeding the city's hungry men, women, and children. This year, City Harvest will collect 28 million pounds of excess food from all segments of the food industry, including restaurants, grocers, corporate cafeterias, manufacturers, and farms. This food is then delivered free of charge to nearly 600 community food programs throughout New York City using a fleet of trucks and bikes as well as volunteers on foot. Each week, City Harvest helps over 300,000 hungry New Yorkers find their next meal.

City Harvest also addresses conditions that surround hunger in New York City by educating individuals, families, and communities in the prevention of diet-related diseases, channeling a greater amount of local farm food into high-need areas, enhancing the ability of our agency partners to feed hungry men, women, and children, and supporting affordable access to nutritious food in low-income communities.

### **About FreshDirect**

FreshDirect is one of the nation's leading online food brands and grocery providers, known for its convenient home delivery service and its offering of fresh, delicious food. FreshDirect has fulfilled more than 12 million orders to date. Their ever-expanding

service area includes most of Manhattan, locations in Queens, Brooklyn, Staten Island and the Bronx, as well as parts of New Jersey, Connecticut, Westchester and Nassau County. FreshDirect ranks 70 on Internet Retailers America's Top 500 guide. For more information, visit [www.freshdirect.com](http://www.freshdirect.com).